ALPINE TEASER PROGRAM
800#/BRC COSTS

	Cost
Media Space	292,105
- BRC	226,887
Production 1/C ad	9,000
Production BRC	303,338
800# ($2.00 cost per call)	145,766
BRC Data processing costs	60,000
TOTAL	1,037,096

*Does not include additional charges for tip-in to guarantee positioning of BRC card. However, for this program the tip-in charge would have been $325,000.

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